



WPTV

# ORDER

Print Date 09/13/12

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Flight Dates **10/22/12-11/02/12**

Contract / Revision      **310600 /**

Original Date / Revision  
09/10/12    09/12/12

Advertiser **Protect Florida Taxpayers Inc**

Agency    **SRH Media**

Buying Contact

**2204 Countryside Drive  
Silver Spring, MD 20905**

Product

**Protect Florida Taxpayers Inc**

Agency Com    15%

Billing Contact

**2204 Countryside Drive  
Silver Spring, MD 20905**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-2

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 43%    Market Value 254883

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	57%	145283
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	48	\$48,322.50	\$56,850.00	0.00
November 2012	43	\$44,837.50	\$52,750.00	0.00
<b>Totals</b>	<b>91</b>	<b>\$93,160.00</b>	<b>\$109,600.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	48	\$48,322.50	\$56,850.00
10/29/12	11/02/12	43	\$44,837.50	\$52,750.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/22/12	11/02/12	M-F 9-10a M-F 9-10a	CM	9-10a	11111--	:30	5	\$950.00	P-2	0.00 NM	10	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111--			5		\$950.00		0.00			
		Week: 10/29/12	11/04/12	11111--			5		\$950.00		0.00			
N 2	WPTV	10/22/12	11/02/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11111--	:30	5	\$750.00	P-2	0.00 NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111--			5		\$750.00		0.00			



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Contract / Revision    **310600**    Flight Dates **10/22/12-11/02/12**

Hiatus Dates

Original Date / Revision    09/10/12/    09/12/12

Order Sep    00:20:00

Advertiser    **Protect Florida Taxpayers I**    Product **Protect Florida Taxpayers I**    Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WPTV	10/22/12	11/02/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11111--	:30	5	\$750.00	P-2	0.00	NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	11111--	5		\$750.00		0.00						
N 3	WPTV	10/22/12	10/28/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
Week:		10/22/12	10/28/12	-----S-	1		\$1,000.00		0.00						
N 4	WPTV	10/22/12	11/02/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	:30	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
Week:		10/22/12	10/28/12	- 1- 1---	2		\$750.00		0.00						
Week:		10/29/12	11/04/12	- 1- 11--	3		\$750.00		0.00						
N 5	WPTV	10/22/12	11/02/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$750.00	P-2	0.00	NM	10	\$7,500.00
Week:		10/22/12	10/28/12	11111--	5		\$750.00		0.00						
Week:		10/29/12	11/04/12	11111--	5		\$750.00		0.00						
N 6	WPTV	10/22/12	11/02/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11111--	:30	5	\$650.00	P-2	0.00	NM	10	\$6,500.00
Week:		10/22/12	10/28/12	11111--	5		\$650.00		0.00						
Week:		10/29/12	11/04/12	11111--	5		\$650.00		0.00						
N 7	WPTV	10/22/12	11/02/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$2,000.00	P-2	0.00	NM	8	\$16,000.00
Week:		10/22/12	10/28/12	1111---	4		\$2,000.00		0.00						
Week:		10/29/12	11/04/12	1- 111--	4		\$2,000.00		0.00						
N 8	WPTV	10/22/12	11/02/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$3,000.00	P-2	0.00	NM	6	\$18,000.00
Week:		10/22/12	10/28/12	1- 11---	3		\$3,000.00		0.00						
Week:		10/29/12	11/04/12	1- 11---	3		\$3,000.00		0.00						
N 9	WPTV	10/22/12	11/02/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	10	\$12,000.00
Week:		10/22/12	10/28/12	11111--	5		\$1,200.00		0.00						
Week:		10/29/12	11/04/12	11111--	5		\$1,200.00		0.00						
N 10	WPTV	10/22/12	11/02/12	M-F 730-8p M-F 730-8p	CM	730-8p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	10	\$12,000.00
Week:		10/22/12	10/28/12	11111--	5		\$1,200.00		0.00						
Week:		10/29/12	11/04/12	11111--	5		\$1,200.00		0.00						
N 11	WPTV	10/22/12	11/02/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$2,000.00	P-2	0.00	NM	6	\$12,000.00
Week:		10/22/12	10/28/12	1- 11---	3		\$2,000.00		0.00						
Week:		10/29/12	11/04/12	11- 1---	3		\$2,000.00		0.00						
N 12	WPTV	10/22/12	10/28/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
Week:		10/22/12	10/28/12	-----S-	1		\$500.00		0.00						



**WPTV**

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Contract / Revision    **310600**    Flight Dates **10/22/12-11/02/12**

Hiatus Dates

Original Date / Revision    09/10/12/    09/12/12

Order Sep    00:20:00

Advertiser    **Protect Florida Taxpayers I**    Product **Protect Florida Taxpayers I**    Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WPTV	10/22/12	10/28/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,000.00		0.00			
N 14	WPTV	10/22/12	10/28/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$600.00		0.00			
N 15	WPTV	10/22/12	10/28/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$750.00		0.00			
N 16	WPTV	10/22/12	10/28/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,000.00		0.00			
Totals														91	\$109,600.00